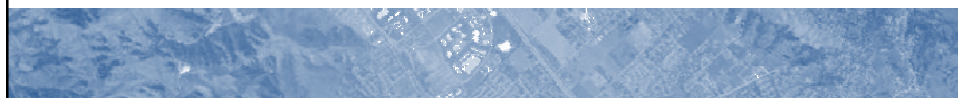


Goal of the Economic Blueprint

Develop a guiding document for land use, budget and policy development for the next five to ten years to ensure economic prosperity and sustainability in Morgan Hill



Morgan Hill's Aspirations

- Fiscally sustainable community
- Retain and enhance quality of life
- Attract a range of professional jobs for residents
- Grow sports and recreation tourism base



Challenges

- Industrial land use conversions
- Vision for Monterey Road
- Downtown Development
- Quality of Retail
- Local and Regional Competition

Collaborative Approach to Economic Blueprint

Feb

- Grounded in Facts

Mar/Apr

- City led Community Engagement

April

- Strategy Development

Thought Leaders

- John Horner, Chamber of Commerce Business Advocate
- Tim Paulus, Ford Store Morgan Hill Large Commercial Business Owner
- Scott Unger, Tencate Composites Large Employer
- Eric Mclean, Anritsu Large Employer
- John Kent, Pacific Oak, Retail Center Property Owner
- Dan McCranie, Ladera Grill, Small Business Owner
- Brad Krouskup, Toeniskoetter, Industrial Developer
- Ed Tewes, Former City Manager of Morgan Hill, Acting City Manager of Gilroy, Government
- Gene Guglielmo, Guglielmo Winery, Winery and Tourism

Pathfinders

- Carol Coen- Evergreen Community College, Education
- Greg Matter, JLL, Industrial Broker
- Tim Steele, Sobrato Development, Industrial Developer
- Russell Hancock, JVS, Regional Business Advocate
- Matt Mahood, REDI, Regional Business Advocate
- SVEDA, Economic Development Professionals
- Chad Froman, MWest, Industrial Developer

Other Focus Groups

- | | |
|---------------------------------------|---|
| • Morgan Hill Chamber of Commerce | • Commercial Real Estate Brokers |
| • Morgan Hill Downtown Association | • Commercial Developers (existing and future) |
| • Tourism Alliance | • Talent (Recruiters) |
| • Joint Venture Silicon Valley- SVEDA | • Workplace professionals |
| • Santa Clara County | • Select Company interview in Morgan Hill |
| • Farm Bureau/Winery Association | • Industry/Sector Convening |

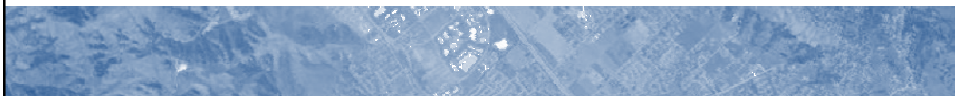
Questions

www.morganhill.ca.gov/economicblueprint

1. Name up to five things you think are working in Morgan Hill and/or moving in the right direction?
2. What is the best thing the City could do to make it attractive for companies to locate here or for people to invest in Morgan Hill?

Envisioned Output and Use

1. A high level policy document to guide land use policy and budget decisions
2. Focused on jobs, economic prosperity and sustainability
3. Findings inform General Plan update
4. A clear “one voice” communication document for Morgan Hill’s Economic Development aspirations



Thank you!

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